

# Henkel Fact Sheet 2019

## Fiscal 2019 at a glance

- Flat organic sales growth
- Organic sales growth driven by emerging markets
- Earnings and profitability negatively impacted both by increased investments in brands, technologies, innovations and digitalization announced at the start of 2019, and by declining volumes
- Strong expansion of free cash flow

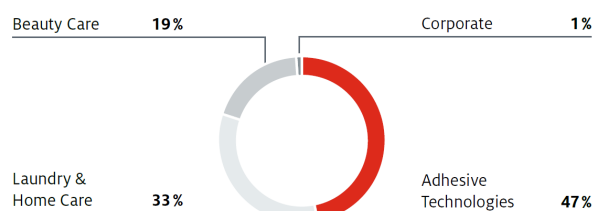
Sales	EBIT	EPS	Dividend
<b>0.0%</b>	<b>16.0%</b>	<b>5.43 €</b>	<b>1.85 €</b>
organic sales growth	adjusted <sup>1</sup> return on sales (EBIT): down 1.6 percentage points	adjusted <sup>1</sup> earnings per preferred share (EPS): down 9.7 percent	dividend per preferred share

in million euros	2018	2019	+/- 2018 - 2019
Sales	19,899	<b>20,114</b>	1.1 %
Adjusted <sup>1</sup> operating profit (EBIT)	3,496	<b>3,220</b>	-7.9 %
Adjusted <sup>1</sup> return on sales (EBIT)	17.6 %	<b>16.0 %</b>	-1.6 pp
Adjusted <sup>1</sup> earnings per preferred share	in euros 6.01	<b>5.43</b>	-9.7 %
Dividend per preferred share	in euros 1.85	<b>1.85</b>	0.0 %

pp = percentage points

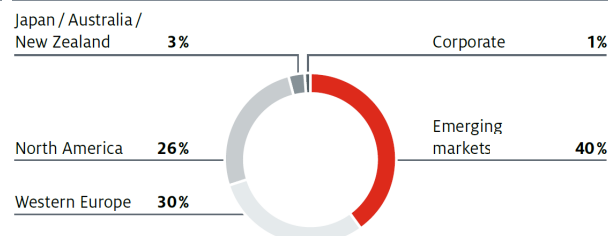
<sup>1</sup> Adjusted for one-time charges / gains and restructuring expenses.

## Sales by business unit 2019



Corporate = Sales and services not assignable to the individual business units.

## Sales by region 2019



Emerging markets = Eastern Europe, Africa / Middle East, Latin America, Asia (excluding Japan).

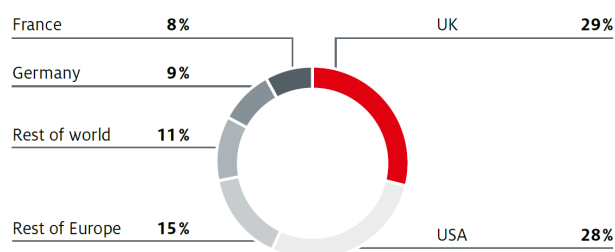
## Shareholder structure

61.54 percent of our ordinary shares are held by members of the Henkel family share-pooling agreement.<sup>3</sup> Compared to the ordinary shares, our preferred shares are the significantly more liquid class of Henkel stock. Apart from the treasury shares (2.07 percent), they are entirely in free float. A large majority are owned by institutional investors whose portfolios are usually broadly distributed internationally.

Further information about Henkel and its shares are available on our Investor Relations Website [www.henkel.com/ir](http://www.henkel.com/ir)

<sup>3</sup> As of April 24, 2020.

## Institutional investors holding Henkel shares



At November 30, 2019; Source: Nasdaq

## Upcoming Events

03/04/2021	Conference Call & Release FY 2020
04/16/2021	Annual General Meeting

## Contact

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## Adhesive Technologies

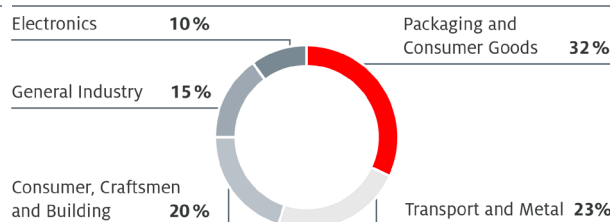
- Organic sales performance declined (-1.5%)
- Flat sales performance in emerging markets
- Sales in mature markets lower year on year
- Adjusted EBIT margin of 18.1%
- Innovation rate ~30%



### Key financials\*

in million euros	2018	2019	+/-
Sales	9,403	9,461	0.6%
Proportion of Henkel sales	47%	47%	-
Adjusted operating profit (EBIT)	1,761	1,712	-2.8%
Adjusted return on sales (EBIT)	18.7%	18.1%	-0.6pp

### Sales by business areas 2019



## Beauty Care

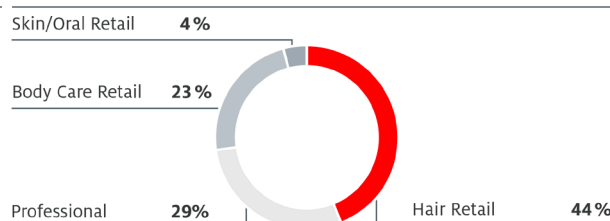
- Organic sales performance lower year on year (-2.1%)
- Emerging markets with negative organic growth
- Slightly negative org. sales development in mat. markets
- Adjusted EBIT margin at 13.4%
- Innovation rate ~45%



### Key financials\*

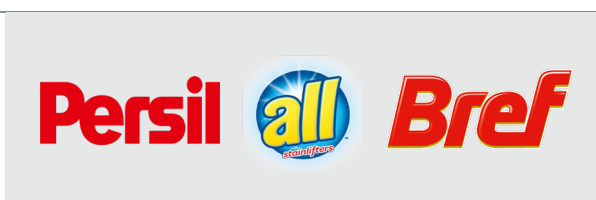
in million euros	2018	2019	+/-
Sales	3,950	3,877	-1.8%
Proportion of Henkel sales	20%	19%	-
Adjusted operating profit (EBIT)	675	519	-23.1%
Adjusted return on sales (EBIT)	17.1%	13.4%	-3.7pp

### Sales by business areas 2019



## Laundry & Home Care

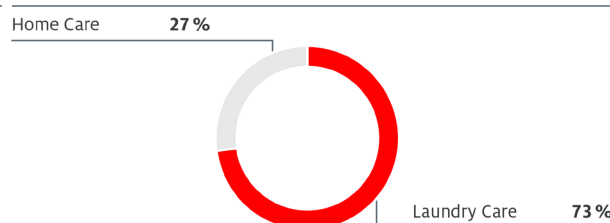
- Strong organic sales growth of 3.7%
- Double-digit increase in sales in emerging markets and slightly declining organic sales development in mature markets
- Adjusted EBIT margin of 16.5%
- Innovation rate ~45%



### Key financials\*

in million euros	2018	2019	+/-
Sales	6,419	6,656	3.7%
Proportion of Henkel sales	32%	33%	-
Adjusted operating profit (EBIT)	1,162	1,096	-5.7%
Adjusted return on sales (EBIT)	18.1%	16.5%	-1.6pp

### Sales by business areas 2019



\* Calculated on the basis of units of 1,000 euros; figures commercially rounded.  
pp = percentage points